

Marketing Mix Assessment

1.) Brand Image and Development

A.) Brand Image

- Explain what image you want your business to portray and how it will work to establish and keep its customer perception.

B.) Create your Company Logo

- Show your Company Logo and explain how it represents your Business' Image. Show different versions of the logo and business name.

C.) Explain what you will do to help Establish your Brand - Be detailed and descriptive. Use the topics below to help the reader identify your strategy.

- 1.) Provide HQ Products/Services
- 2.) High Ethical Standards
- 3.) Define your product or service
- 4.) Treat your employees
- 5.) Advertising Message - Positive, Clear, Informative
- 6.) Associate with the community, charities and other positive PR
- 7.) Placement

2.) Product

A.) Define your products and services available to the customer in detail to give the investor/customer into what your offerings will be. Be summative to give a clear picture but detailed enough to know the specifics in regards to product lines/options and the selection available. **This should be your entire business offerings.**

**** For 2 of your major offerings please identify the 8 elements of the product in specific detail to show that you understand the product and what your business needs to do. This should be very clear to the reader to see what goes into the products.

2.) Price

A.) Describe your overall pricing strategy for your business. - Explain your goals, and clearly identify what you will rely to bring sustainability and success.

B.) Identify of your products what pricing objectives will be in place and explain your reasoning.

C.) Explain what types of pricing discounts you will use throughout the course of your business and how they will help you accomplish your overall pricing strategy.

D.) Create your price list for all product offerings.

3. Place

Determine where and how your customers will be obtaining their products and services.

a.) Demonstrate and explain what you will need from your location? Business and Customer Expectations.

- What size?
- Parking?
- Demographics/Geographics?
- Accessible, Affordability, Target Market, Functionality, Visibility, etc...

b.) Where will you locate your business? Highlight 3 Possible Locations and **include the links/screenshots**. Then, explain for each location

- Lease or Buy
- What are the terms(Lease or Loan)
- What are the pros and cons of the location chosen in relation to what you will need. -
(Reference specific examples, how it meets requirements, competition, traffic, demographics, facilities, etc...)

*****Explain which will be your choice in terms of the location. Provide your support and reasoning in why. Be detailed and make sure to draw the connection to the Target Market/Franchisor's requirements.**

c.) Create the General Design/Layout of your Location/Building of what you would want it to look like. Be creative do your best in creating the visual for the reader and show how you will make it best fitting for the customer's expectation and the business workplace.

d.) Explain how, besides the location, you are going to be able to connect your offerings with your customers. (Take out, Drive Through, Online Ordering, Shipping, Delivery, Catering, On Site, etc...) Be Innovative and create a new opportunity to improve the customer experience to connect with them.

- Express why this connection works and will be successful in implementing.
- What will be needed by the business in order to make this a successful offering. Provide details.

5.) Promotion

- Define your Marketing Budget and what do you feel will be best for your Business. Consider your business strategies and what will make most sense. Provide explanation and reasoning.

Franchises: What is your current fee and how does the franchisor currently use that money in regards to the promotional tools it uses? Explain and provide examples.

- Identify what are the message(s) that you are sending and what want the customer/target markets to hear. Why did you decide on these message(s) for your business and what are the objectives of the messages?

- Explain the Promotional Objectives you will use in communicating your marketing message(s) in your Promotional Mix and why you chose them for your target markets.
- For each part of the **Promotional Mix** define what tools you will use, where, when, how often, and why they will connect with your target audience. Explain the tactic and discuss how they will be used.

Advertisements - Franchises - Describe the current tools used by the franchise and what are they communicating to their customers. New businesses, what advertising tools will you use to reach your customers and what are you communicating.

Sales Promotion - You need to **create** a Sales Promotion for the business that helps accomplish one of your objectives and show how it will be used.

Direct Marketing - Description of the tools that will be used and create examples Franchises - What are they currently doing? Describe.

PR/Sponsorship - Must **create** a Press Release and a describe the Grand Opening Event strategy that you will use for the business. Also, for your business, what if anything, will you be sponsoring to build your brand's image? Explain why or why not.

Selling - Description of how and where Personal Selling will be used in the Business and what you want your employees to do in the sales process.